

UTAH OFFICE OF TOURISM

2020 RECAP // 2021 PUBLIC RELATIONS LOOK-AHEAD



j public relations

2020 KEY MESSAGES: PIVOTING AMIDST A PANDEMIC





Utah Itineraries and Experiences

Utah's Urban Culinary Corridor (Salt Lake City, Ogden)

Mighty 5 National Parks

The Great American Road Trip Through Southern Utah

The Best State Parks in America (Green Valley / Moab)

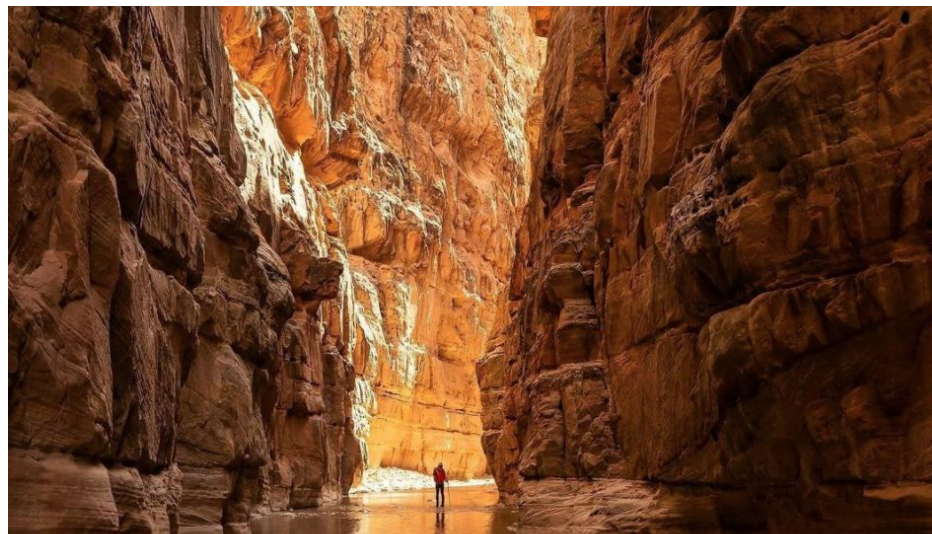
Solitude Season / Off-Season Exploration

Gone Glamping (Escalante, Kanab, Moab)

Dark Skies Travel (Kodachrome Basin, Tropic)

Individual Media Visits

When COVID-19 gripped the nation, JPR immediately shifted our approach to media pitching and FAMs to the state. We began by telling the story of Utah's hospitality industry, spotlighting people and places helping others through this challenging time and sharing virtual wanderlust and Utah-from-home travel inspiration. When road trip travel began to boom like never before, we began conversations with key freelancers and journalist, secured and set up strategic individual media visits, navigated itineraries and travel coordination and focused on the "Great American Road Trip" with Utah as the star.



Generated **79** total print /
online and social impressions

Coverage included **16** print
placements

57 online placements

100% of all coverage was in a
KPI outlet in key regional and
national publications and media
outlets

CONDÉ NAST
Traveler

Forbes



American Way

**TRAVEL+
LEISURE**

thrillist

ESSENCE

**COOL
HUNTING®**

DEPARTURES

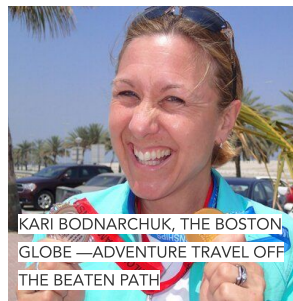
2020 MEDIA VISITS: INDIVIDUAL EXPERIENCES FOR 15 INTREPID JOURNALISTS (MARCH-DECEMBER)



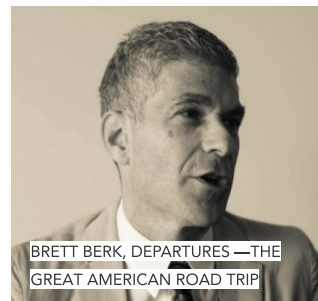
JULIE KESSLER, SAN FRANCISCO
EXAMINER—THE GREAT AMERICAN
ROAD TRIP



WINSTON ROSS, NEWSWEEK —THE
GREAT AMERICAN ROAD TRIP



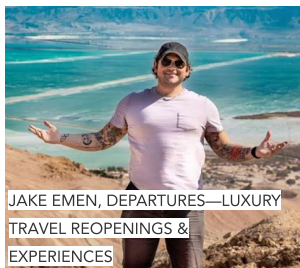
KARI BODNARCHUK, THE BOSTON
GLOBE —ADVENTURE TRAVEL OFF
THE BEATEN PATH



BRETT BERK, DEPARTURES —THE
GREAT AMERICAN ROAD TRIP



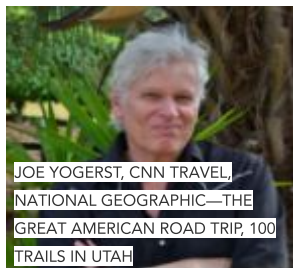
SHEILA MARIKAR, THE NEW YORK
TIMES, VOGUE —PARK CITY
DESTINATION STORY



JAKE EMEN, DEPARTURES—LUXURY
TRAVEL REOPENINGS &
EXPERIENCES



IRENE THOMAS, FORT COLLINS
LIFESTYLE—CAPITOL REEF
DESTINATION STORY



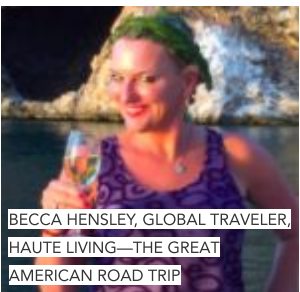
JOE YOGERST, CNN TRAVEL,
NATIONAL GEOGRAPHIC—THE
GREAT AMERICAN ROAD TRIP, 100
TRAILS IN UTAH



ALEXANDRA CHENEY, ELITE
TRAVELER—HE GREAT AMERICAN
ROAD TRIP & GUIDED EXPERIENCES



ROBIN SOSLOW, DENVER
LIFE—THE GREAT AMERICAN
ROAD TRIP, HIKING & BIKING
UTAH'S STATE PARTS



BECCA HENSLEY, GLOBAL TRAVELER,
HAUTE LIVING—THE GREAT
AMERICAN ROAD TRIP



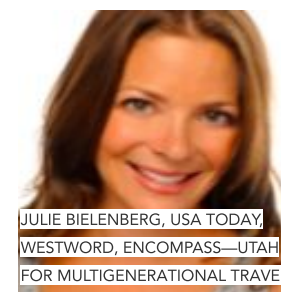
KIMBERLY WILSON,
ESSENCE—HIKING, ADVENTURE, SPA
& WELLNESS IN UTAH



BRIAN MASS, TEXAS LIFESTYLE
MAGAZINE—CREATIVE LODGING &
CAMPING IN UTAH



LESLIE PARISEAU, CONDE NAST
TRAVELER—UTAH'S DARK SKY
PLACES



JULIE BIELENBERG, USA TODAY,
WESTWORD, ENCOMPASS—UTAH
FOR MULTIGENERATIONAL TRAVEL

2020 Utah Coverage Highlights



American Way, February 2020

Let “Your Sweet Tooth Be Your Compass” when it comes to adventuring through Utah. This feature piece led readers on a journey along Utah’s sweet and savory pie trail, as a result of JPR’s work with Amber Love Bond.

Key messages: Culinary, Road Trip Travel, Southern Utah.



Fodor's, April 2020

Ogden's Own and Sugar House Distillery are spotlighted by Fodor's for their quick innovation in pivoting their production lines to provide essential and frontline workers with hand sanitizer during the COVID-19 pandemic.

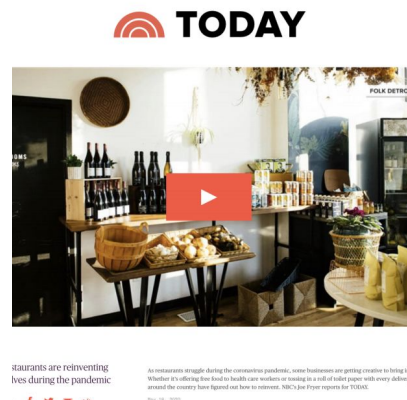
Key messages: Community Support, Small Business Success Stories.



San Diego Magazine, April 2020

This destination feature focused on both Park City and Deer Valley, providing a look at unique accommodations, along with dining and drinking destinations and nearby activities such as fly fishing and skiing.

Key messages: Hotels, Urban Culinary/Spirits corridor, Outdoor Recreation.



The TODAY Show, May 2020

This feel-good segment provided much-needed silver linings coverage during trying times, showcasing Beehive Cheese and their incredible fundraising efforts to feed local families and support their restaurant communities.

Key messages: Community Support, Small Business Success Stories, Culinary.

2020 Utah Coverage Highlights (Cont'd.)



Photographic Proof That Utah Should Just Be One Big Epic National Park

These state parks are national treasures.

By Jay Gentile
Published on 6/10/2020 at 5:28 PM



Dead Horse Point State Park. (UNSA/ALAMY/GETTY IMAGES)

Perhaps no state is more synonymous with national parks than Utah. [Arches](#), [Zion](#), [Bryce Canyon](#), [Capitol Reef](#), [Canyonlands](#). Utah's world-famous "big five" national parks are some of the most popular in America, attracting more than 10 million visitors in 2019. Which doesn't leave a ton of space for social distancing.

Those five national parks managed to bring in more crowds than all of Utah's 44 state parks combined, with many state parks seeing annual visitation roughly

Thrillist, June 2020

As a result of hosting freelancer Jay Gentile in November 2019, this Thrillist piece spotlighted the Mighty 5 national parks, as well as 10 of Utah's state parks, detailing various activities and stunning landscapes found throughout Utah.

Key messages: Mighty 5/Forever Mighty, Outdoor Recreation, State Parks



Travel + Leisure, July 2020

This six-page spread chronicled writer Betsy Andrews' exploration through Utah, including her guided experience at Dead Horse State Park, Salt Lake's rising culinary scene, her guided experience with Get in the Wild Adventures through Goblin Valley State Park, and more.

Key messages: Guided Experiences, Dark Sky Parks, Culinary Corridor

martha stewart

It's the Centennial of Women's Suffrage—Celebrate at One of These Historic Cities

Salute women changemakers past and present at sites that played key roles in the movement for their constitutional right to vote.
By Erica Sloan
July 29, 2020



EPICS CONTRIBUTOR GETTY IMAGES
One hundred years ago this August, the 19th Amendment went into effect, officially granting women the right to vote alongside men and make their voices heard in all elections from the municipal to the federal level. And as of 1973, as a celebration of this turning point in her-story, August 26 is recognized as Women's Equality Day.

While the road to ratification was long and fraught, women across the country effectively made the case that, as citizens abiding by laws, they should have a

Martha Stewart, July 2020

This digital story highlighted Utah's tie to the Women's Suffrage Movement, and spotlighted Council Hall where the country's first female ballot was cast, along with walking tours offered through 13 downtown sites, as well as virtual tour options.

Key messages: Virtual Experiences, Utah and Suffrage, Destination



travel

Confessions of an RV rookie -- and former naysayer

Joe Yogerst, CNN • Published 7th September 2020



(CNN) — I had no idea when I decided to take the family on an RV vacation this summer that I would have to learn a whole new vocabulary.

A three-way hookup isn't a ménage à trois but an RV campsite with water, electricity and sewage connections. Blackwater isn't a clandestine military contractor but one of three plumbing systems on a fully equipped RV. And a slide out isn't tagging the runner at home plate but a portion of an RV that can be electronically extended from the vehicle's main body.

The spark for the RV vacation was cabin fever born of the pandemic lockdown. The dreaded virus had already put the kibosh on college graduation and sports hall-of-fame ceremonies and two long-anticipated family weddings.

Conquer cabin fever safely with RVshare this summer
From simple camping trips to coast-to-coast explorations, the notable fleet of 100,000 RVs means you can have outdoor adventures without risking you and your loved ones' health.

CNN Travel, September 2020

As a result of hosting writer Joe Yogerst, this online story followed his experience as a first-time RV traveler, calling out the adventure that awaited him throughout Capitol Reef, Kodachrome Basin State Park, Bryce Canyon, Dead Horse Point State Park and more.

Key messages: Great American Road Trip, State Parks, Adventure Travel

2020 Utah Coverage Highlights (Cont'd.)

DAILY BEAST

Escape the West Coast With This Utah Road Trip



Courtesy Winston Ross

Readers

dismayed by the fires on the West Coast may want to hit the road to Utah and visit some of its unique outdoor sights.

Winston Ross

Updated Sep. 28, 2020 7:18AM ET / Published Sep. 28, 2020 4:43AM ET

W

hen I loaded up a mustard-colored [Kia Seltos](#) in June with a cooler, a suitcase, a kayak, and a mountain bike and struck out of Portland for the rust-colored rockscapes of Utah, it felt a little reckless.

The Daily Beast, September 2020

As a result of coordinating an IMV for Winston Ross, The Daily Beast shared a Southern Utah road trip story profiling the state for its unique outdoor attractions, culinary offerings and guided experiences..

Key messages: Destination, Culinary, Outdoor Recreation, Adventure, Guided Experiences

ESSENCE

Gone Glamping! 5 Luxury Camping Destinations You Must Experience

THANKS TO GLAMPING (AS IN "GLAMOROUS CAMPING"), YOU CAN BECOME ONE WITH NATURE WITHOUT SACRIFICING MODERN CONVENIENCES.



BY KIMBERLY WILSON • OCTOBER 27, 2020

In the era of COVID-19, nothing sounds better than escaping to the middle of nowhere for some R&R, some peace and quiet and to take in the rugged outdoors. Now, thanks to glamping (as in "glamorous camping"), you can become one with nature without sacrificing modern conveniences.

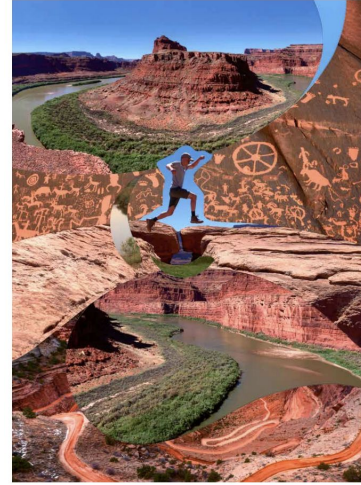
If you're not familiar, glamping is slowly becoming the future of travel. In fact, according to [new research by Arcton](#), the glamping market in the United States alone is projected to grow around 15% over the next five years, reaching about \$1 billion by 2024.

Here, we've compiled the absolute must-see glamping destinations across the U.S. to help you begin planning your next trip.

Essence, October 2020

With diversifying our coverage at the forefront of 2020, we were pleased to secure a story highlighting the Escalante Yurts for its luxury and stargazing opportunities.

Key messages: Destination, Outdoor Recreation, Adventure



Centurion Magazine, December/January 2020

The feature story titled "Journey Within" provides a firsthand account of an adventure through Southern Utah, with in-depth looks at unique guided experiences with NAVTEC, Red Rock Adventures and Desert Dawn.

Key messages: Destination, Guided Experiences, Adventure



Elite Traveler, Winter 2020

Elite Traveler's first-ever road trip destination guide chronicles a two week adventure through Utah and it's lesser-traveled terrain, a placement that exemplifies our Red Emerald Initiative.

Key messages: Destination, culinary, State Parks, Forever Mighty, Guided Experiences, Adventure

UTAH U ONLINE 2020: A VIRTUAL EDUCATION

JPR and UOT also pivoted our “Utah U” campaign to create a virtual “Utah U Online” distance learning experience that enabled media to ‘meet’ and learn from Utah’s local chefs, chocolate makers, brewers, artisans, Park Rangers, experts and more over Zoom.

More than 35 editors and freelance writers joined the Utah Office of Tourism for distance-learning through virtual “Utah U: Online” experiences. The virtual-learning campaign continued to expand upon awareness for the state of Utah through interactive classes that brought the destination to journalists unable to travel due to COVID-19. Classes included interactive Zoom demonstrations and conversations about Utah’s burgeoning culinary scene; Utah’s impressive Dark Sky Places and more to come in 2021—all from the perspectives of Utahns. Journalists were also treated to specialty products mailed in advance of each class, allowing them to taste and learn alongside each partner. “Graduates” were gifted with Utah culinary goodies and invited to visit the state and experience what they learned about, first-hand, when the time is right.

OUR UTAH U ONLINE 2020 REPRESENTATIVES



Caputo's Chocolate 101
with Matt Caputo



SLC History + Whiskey
with Jim Santangelo



Pasta, Pago and Phelix
with Phelix Gardner



The Birds & The Bees: Rooster
Brewery + Beehive Cheese
Tasting with Jacquie King



Utah Craft Beers
with Rio
Connelly



Reclaiming the
Stars with Justina
Parsons-Bernstein

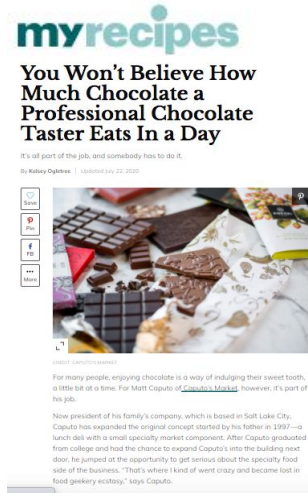


Reclaiming the
Stars with Wendy
Wilson



Reclaiming the Stars
with Chris Haramoto

Utah U Online Coverage Highlights: Caputo's



My Recipes, July 2020

Utah U Online introduced a whole new group of journalists to Caputo's, and unsurprisingly, they fell in (editorial) love. The result? This story entitled, "You Won't Believe How Much Chocolate a Professional Chocolate Taster Eats in a Day," gave readers a look at a day in the life of a Caputo's chocolate taster.

Key messages: Small Business Success, Utah's Culinary Corridor



All Recipes, November 2020

This "50 Food Gifts from 50 States" called Utah's Amano Chocolate 'Utah Craft Chocolate at Its Best,' and shined a light on Orem and again, Salt Lake City's own Caputo's.

Key messages: Small Business Success, Utah's Culinary Corridor, Artisan Products



Travel + Leisure (anticipated January 2021)

As a result of writer Patricia Doherty's attendance at Utah U Online, she's penning a piece including Caputo's tied to their incredible selection of chocolate just in time to make purchases for Valentine's Day 2021.

Anticipated key messages: Utah's Culinary Corridor, Artisan Products



Organic Spa (anticipated February 2021)

As a result of our Utah U Online invitation, writer Sandra Ramani will be featuring Caputo's work with the Heirloom Cacao Project and Caputo's impact on sustainability in the magazine's January / February issue.

Key messages: Utah's Culinary Corridor, Artisan Products, Sustainability

2021 Key Storylines

RESPONSIBLE VISITATION/RED EMERALD

As we transition into a New Year, with hope for new opportunities to travel, we remain focused on positioning Utah's inspiring destinations and scenic backdrops for responsible visitation, including showcasing Utah's lesser known State Parks and off-the-beaten path experiences.

OPT OUTSIDE & OPT INTO ADVENTURE

Opportunity for adventure abounds in Utah. From the North to the South of the State, from summer to fall and back again--Utah's an adventurer's paradise, and the best way to experience it is via guided experiences and local experts. In 2021, we'll continue to shine a light on Utah's incredible guides and once-in-a-lifetime adventure experiences.

OFF THE BEATEN PATH: WELLNESS IN UTAH

The New Year heralds an opportunity for rebirth, with wellness, healing and rest top-of-mind. We'll explore opportunities to tell stories about the healing power of Utah and the transformative rustic wellness experiences perfect for solo travelers and wellness-seekers alike.

THE GREAT AMERICAN ROAD TRIP

In 2021, we'll explore new and unique ways to take advantage of the renewed appetite for road travel with new itineraries and excursions--from culinary road-trips through Ogden and Salt Lake, to open-road and scenic trips that inspire families, adventure travelers, writers, and readers to continue exploring the open road....through Utah.

SAMPLE MEDIA TARGETS



Smithsonian
MAGAZINE

Outside

LA
Times

2021 TREND OUTLOOK

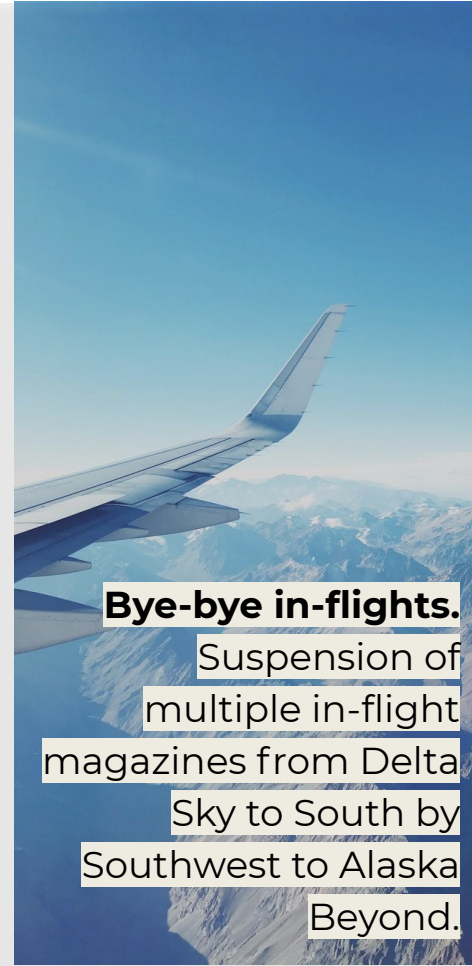
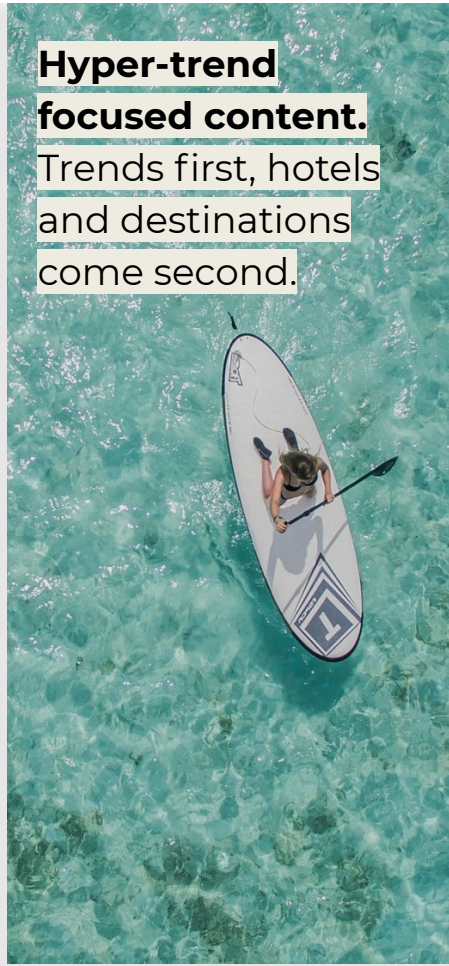


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CURRENTLY TRENDING FOR MEDIA RELATIONS



**Hyper-trend
focused content.**
Trends first, hotels
and destinations
come second.



Bye-bye in-flights.
Suspension of
multiple in-flight
magazines from Delta
Sky to South by
Southwest to Alaska
Beyond.



**Philanthropy and
sustainability stories**
see more published
real estate, alongside
hospitality-focused
community
empowering stories.

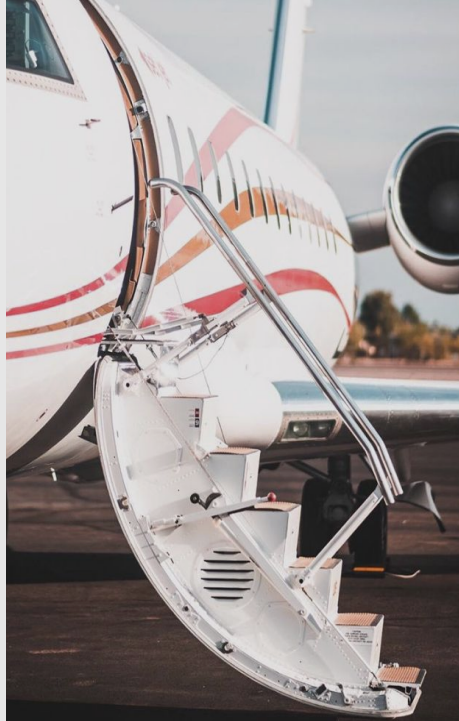
NAVIGATING THE NEW NORMAL



The great outdoors -
opting outside for
dining, spa
& recreation.



Privacy, please.
Solo experiences soar
and road trips
resurge.



Family Matters. And
don't forget about
Fido.



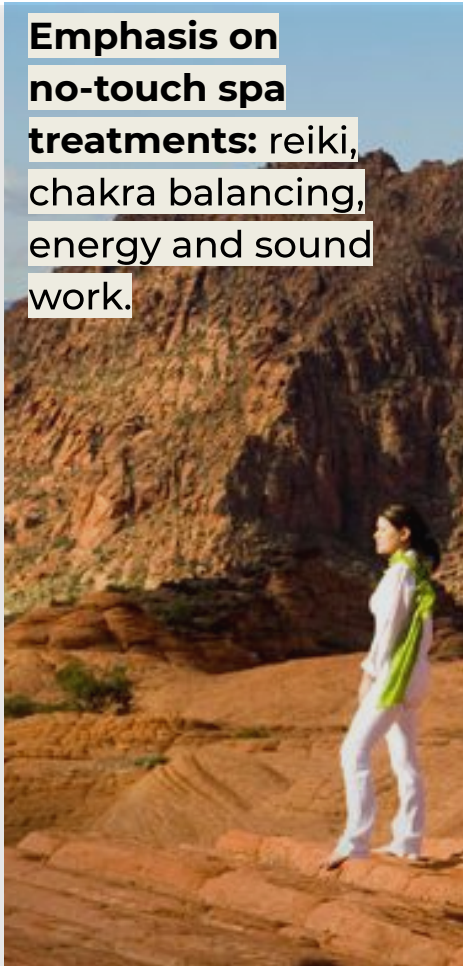
Put it in Drive:
Tourism recovery
begins locally with
domestic travel.



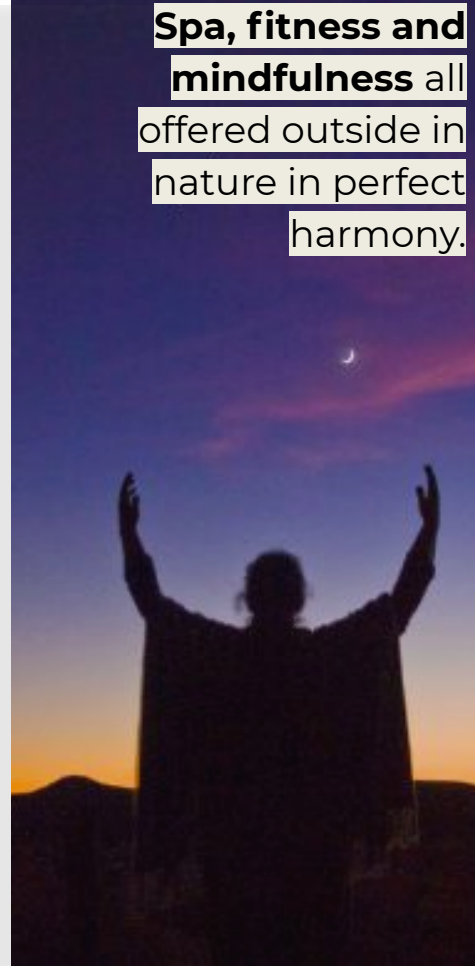
2021 WELLNESS TRENDS



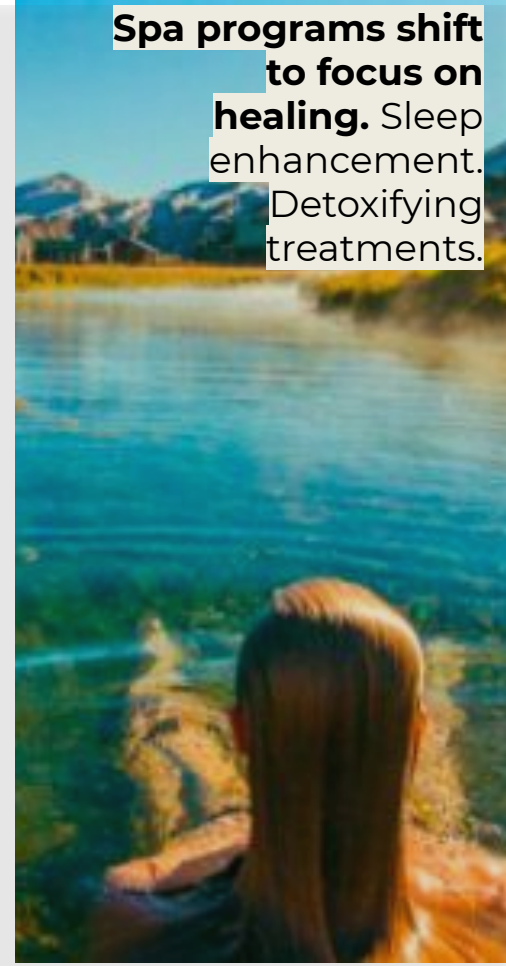
Emphasis on no-touch spa treatments: reiki, chakra balancing, energy and sound work.



Spa, fitness and mindfulness all offered outside in nature in perfect harmony.



Spa programs shift to focus on healing. Sleep enhancement. Detoxifying treatments.



Creative outdoor dining and small group venues. Green house, anyone?

THANK YOU



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